

Volvo Car UK Launches Volvo Cars LifePaint To Help Cyclists Be Seen When Summertime Ends

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By popular demand, Volvo Car UK will this weekend launch its highly successful Volvo Cars LifePaint product <http://www.volvocars.com/uk/lifepaint> - a reflective spray aimed at increasing the visibility and safety of cyclists on the road. It will be available in participating Volvo dealers from 24th October in time for darker nights when the clocks go back.

The unique reflective spray, which was first available as part of a limited pilot in April 2015, is designed to react to a car's headlights, alerting drivers to the presence of cyclists in the dark.

The product, first distributed through six London bike shops, ran out within 24 hours creating massive demand for wider distribution. From this weekend the product will be available in participating Volvo dealers and customers will be invited down to take part in events to demonstrate how the product works as well as purchase some for themselves.

Volvo Cars LifePaint is a unique illuminating safety paint which is invisible by daylight, but in the dark reflects light in the same direction as the light source, shining brightly to illuminate the objects it has been sprayed on. Volvo Cars LifePaint is transparent and can be washed off. It can be applied to clothes, shoes, helmets, pushchairs and children's backpacks – even dog leads and collars. Its aim is to make the invisible visible at night. Volvo has secured a further partnership with the makers of the product, Swedish start-up Albedo100 to distribute the product through its dealer network.

The inspiration for the Volvo Cars LifePaint project came from Intellisafe – Volvo's unique pedestrian and cyclist detection system, enhanced to work in darkness on the all-new Volvo XC90 which was introduced to the UK in June this year. Intellisafe, is a state-of-the-art Volvo safety system which integrates some of the most cutting-edge safety technologies to Volvo cars. The technology uses a combination of radar sensors and cameras to identify other vehicles, pedestrians and cyclists and automatically brake if the driver fails to take the necessary action. This works in conjunction with Volvo's Active Bending Headlights, which adjust left to right according to the steering input to help see round corners better and improve safety at night. Together, these innovations contribute towards Volvo's Vision 2020 – the concept that that no one should be killed or seriously injured in a new Volvo by 2020.

Nick Connor, Managing Director at Volvo Car UK, said: "Every year more than 19,000 cyclists are injured on the UK's roads. At Volvo, we believe that the best way to survive a crash is not to crash at all, and are committed to making the roads a safer place by reducing the number of accidents. "Volvo is a world-leader in safety technology, and we are proud to be extending our reach beyond just those driving our cars. By making cyclists increasingly visible as well as increasing the safety capabilities of our cars, we are doing our utmost to protect everyone on the road."

ENDS

For more information about Volvo Cars LifePaint, visit <http://www.volvocars.com/uk/lifepaint> #volvolifepaint

Notes for Editors

Volvo Cars LifePaint is a reflective safety spray that is invisible by daylight, but reflects light in the same direction as the light source – shining brightly and alerting drivers to a cyclist's presence. A single spray on a surface can last up to a fortnight and washes off without affecting the colour or damaging a treated surface.

The move to supply the Swedish designed spray comes as the latest part of Volvo's Vision 2020 – the concept that that no-one should be killed or seriously injured in a new Volvo by 2020. It comes as the car maker has introduced a market-leading Intellisafe pedestrian and cyclist detection system. Intellisafe uses a combination of radar sensors and cameras to identify other vehicles, pedestrians and cyclists and automatically brake if the driver fails to take the necessary action.

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